R.J. Reynolds Tobacco Company

BRUCE A. COOK
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To: R. C. Farmer
From: B.A. Cook
Subject: March Status Report
Date: March 21, 1993

VOLUME:

Account	Savings	Full-Price	Total
Fay's Drug	1,022 (+17.07)	1,295 (+37.91)	2,317 (+27.87)
Kinney Drug	166 (+30.71)	103 (+9.57)	269 (+21.72)
P & C	1,178 (+142.39)	1,104 (+58.17)	2,282 (+92.74)
Tops	660 (-7.69)	947 (+1.61)	1,607 (-2.43)
Wegmans	681 (+7.08)	944 (-8.44)	1,625 (-2.52)
Herkimer Whls.	1,024 (+32.81)	1,191 (+19.70)	2,215 (+25.42)
McLane N/E	9,740 (-0.26)	9,976 (+213.32)	19,716 (+52.26)
Attea	5,925 (+7.32)	1,952 (+26.59)	7,877 (+11.52)
Bedell	2,479 (+254.65)	1,050 (+254.73)	3,529 (+254.67)
Derigo	481 (+16.18)	284 (-12.88)	765 (+3.38)
Tripifoods	1,946 (-8.77)	1,703 (-12.67)	3,649 (-10.63)
Tzetzo Bros.	334 (-47.57)	374 (+1.91)	708 (-29.48)

Comments:

- Kinney Drug - 4 styles of Private Label Beacon product that were shipped to Kinney Drug and Dowlings were out-of-code and not suitable for distribution. Replacement product has been loaded into both warehouses and initial distribution should take place the week of March 28, 1994.

- Tops - Has agreed to distribute premiums through their warehouse. Arrangements are being made with Tzetzo Bros. to fill the premium boxes, which will then be delivered to Tops for distribution to the stores.

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/hzdn0000

- Byrne Dairy - Received their rejection letter for direct status, and has issued a letter stating that they will not participate in any contractual display programs with RJR, nor will they use RJR fixtures. This reaction was anticipated and there impact should not harm our overall sales.

- P & C Food Markets - Orders have been placed for delivery of Extra Value on March 28, 1994 to execute a Managers Special program. $2.00 Off UPC's and stickers will identify the promoted product.

- Sado Gas - Sold 269 cartons of Quality Smokes the first week that it was available.

MERCHANDISING:

- M.W.S. - A decision to use PM's Retail Masters has been made. RJR fixtures and permanent displays will be removed. The placement of savings displays will be examined on the next appointment. PM has agreed to chain average this account according to the owner, and RJR's proposal to spend approximately $40,000 was topped by PM's proposed $65,000 offer.

- Byrne Dairy - (See prior comments related to direct account status).

- Quality Markets - Decisions pending.

- Lake Country Dairy - Signed a Base contract program. Signage and displays will be placed by April 1, 1994. Contracts will be effective April 1, 1994.

- Market Basket - 1994 Carton and Package contracts have been signed.

- Vix Drugs - 3 Freddy's locations have been purchased, and 3 ECD's have been installed (1 each) in these stores. Carton fixturing will be installed by mid April. In all Vix stores, a section of PM NSS carton fixturing will be installed to accommodate their vertical load program.

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdn0000

- Alaskan Oil/AOK - After volume confirmation, it was decided K.L. Myers would offer AOK only our Component contract. 3 stores - FPD's; multiple stores - savings displays.

- Island News - Component contracts signed for all stores.

Co-existence is still pending at Arrowmart and NOCO.

Accrual Programs

- K & K Food Mart is having T-shirts made with their chain logo, and they will be free with a 4 pack purchase of Winston and Salem brand styles.

- Buydowns and multi-pack offers will be the predominant promotion for most customers involved in the Accrual Programs.

A.I.M.

- Scrivner/Buffalo - 2 weeks of tapes have not been sent to Winston-Salem, disqualifying their first quarter payment.

- Tops - Frank Diehl reports that tapes are currently being received and there are no apparent format flaws.

Planograms

- Wilson Farms - New package planograms were submitted to Joyce Pilc and approval is anticipated in April. Several Monarch, Camel Special, and Winston Select styles will be available for distribution as a result.

NEW BRANDS:

- Nothing new to report.

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Source: https://www.industrydocuments.ucsf.edu/docs/hzdn0000

COMPETITIVE ACTIVITY:

- Newport - 40¢ Off Per Pack
- Old Gold - 30¢ Off Per Pack
- Lark - 30¢ Off Per Pack

OTHER:

- A.I.M./CatPro Training - B.A. Cook attended a 3 day training course in Winston-Salem.

- State Fair Program - B.A. Cook contacted Al Barnett and Robert Crawford while at training course in Winston-Salem. A brief review of the sweepstakes proposal was given, and Mr. Crawford indicated he would get information to the ROU to detail guidelines that must be followed for a sweepstakes offer.

- D.I.R.T. Program - Fonda Speedway has been removed from the program, and 2 tracks in the Buffalo division will be added. They will be Lancaster Speedway and Ransomville Speedway.

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MESSAGE CONFIRMATION

DATE:03/21/94 TIME:11:44

ID:R. J. REYNOLDS SYR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
03/21	11:43	01'25"	716 634 3145	G3-S	004	OK

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